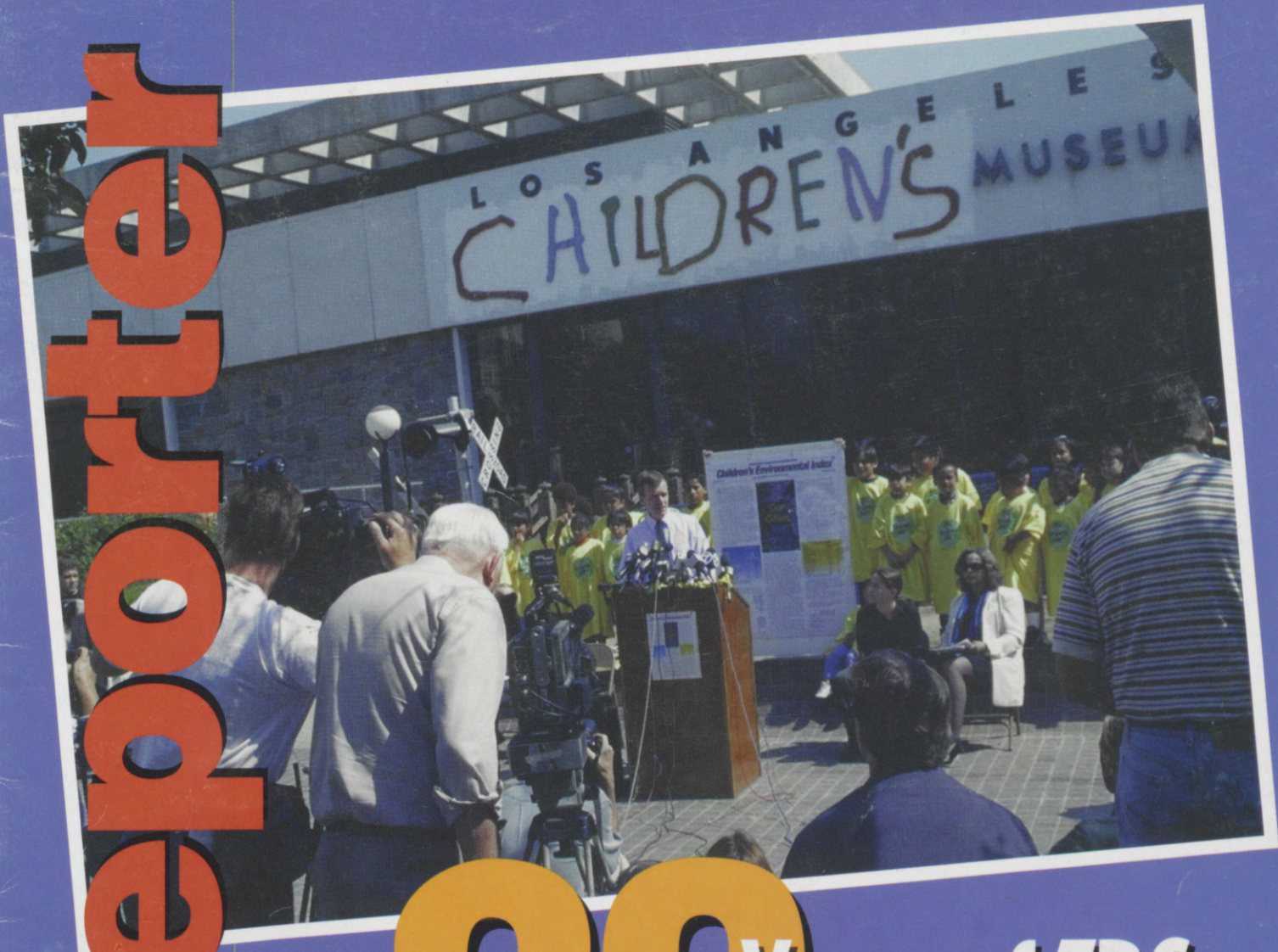


the reporter

ZPG



30 Years of ZPG

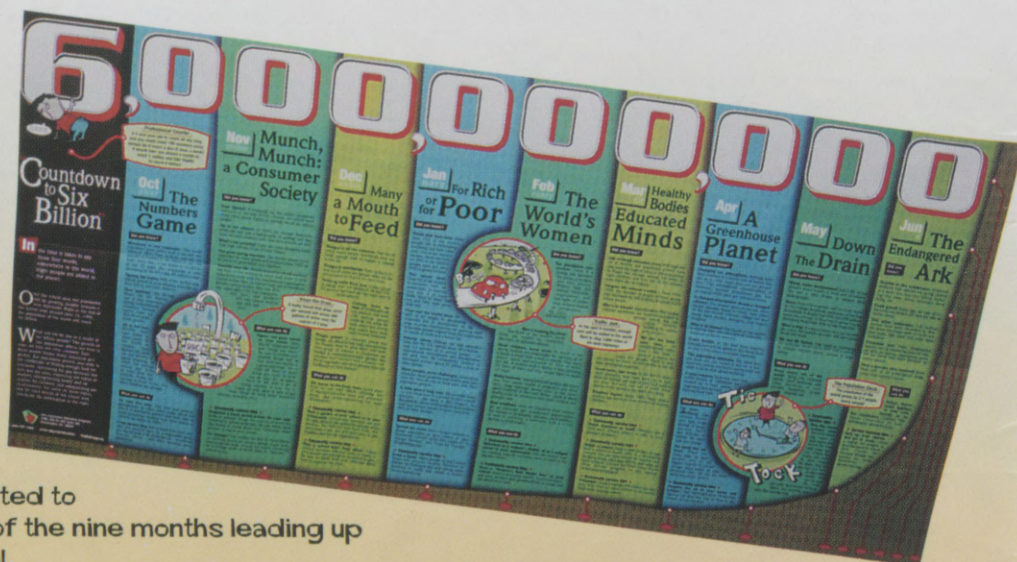


ALL NEW FROM ZPG!!

A Free Wall Chart and Teaching Packet from ZPG!

June 16, 1999. On that date, according to the United Nations, world population will officially reach 6 billion people! To mark this milestone, ZPG presents a beautiful, full-color wall chart for middle and secondary classrooms. This special poster explores what it means to live in a world of six billion and features nine important topics related to population growth - one topic for each of the nine months leading up to the arrival of person number 6 billion!

Each topic contains fascinating facts and suggestions for student action, with more in-depth information and teaching activities on the back of the poster and in the accompanying Activity Packet.



Earth Matters Studies for our global future



Over 200 pages, Spiral-bound format
Special Introductory Offer -
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A popular teaching resource just got better! Now in its second edition, *Earth Matters* continues to explore some of the most pressing environmental, social and economic issues of our time for the high school classroom. Through 12 new readings and 34 activities, students can begin to understand the complexities of population pressures, global climate change, natural resource use, wildlife endangerment, distribution of wealth and food, gender equity, economic progress and how all these issues are interrelated.

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"An excellent resource guide!" "This book seems to stand alone and is one I would use extensively." "Presents excellent lessons with good variety." "Topics encompass the totality of human communities."

California Department of Education and the California Energy Commission,
Compendium for Human Communities - "A" Rating

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World Wildlife Fund and the North American Association for
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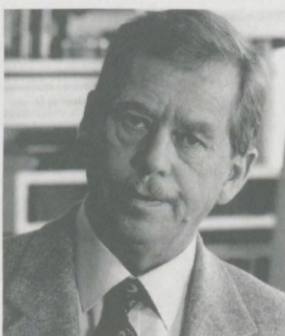
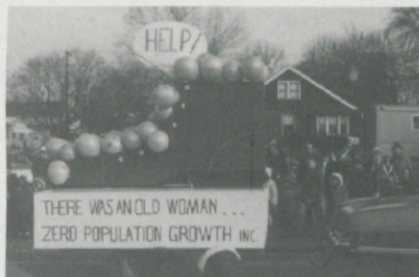
To Order call: 1-800 POP-1956 or email PopEd@zpg.org

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On the cover: (bottom) A generation ago, ZPG depended on hand-lettered signs and bell-bottoms. (Top) Today, ZPG uses more sophisticated techniques; Executive Director Peter H. Kostmayer speaks before 17 TV cameras and two dozen reporters at a press conference in Los Angeles.



executive director

from the

How do these proposals sound?

- Renewed support for family planning with a 50% funding increase and no restrictive amendments...
- New efforts to provide education on sexuality and family life to help prevent teen pregnancy...
- Support for population education...
- A 12% increase in foreign aid for population programs.

Wouldn't passing these proposals be a great way for Congress to finish up the year?

Well, that's exactly what Congress did...in 1978! And that's what the victorious article on the front page of the *ZPG National Reporter* reported in October of that year.

In 1978, I was 30 years old as well as a newly-elected Congressman.

The 95th Congress was a good one. It had been blessed with such farsighted champions of our cause as Representative Morris Udall (D-AZ) and Senator Mark Hatfield (R-OR).

Twenty years have passed by and the current 105th Congress has been a decidedly mixed blessing. And, as ZPG itself turns 30, we face new versions of the challenges we've had since Day One in bringing population stabilization to the forefront.

Three decades ago, the very first *ZPG Reporter* promised to "actively attempt to influence legislation in Congress, at the state level and even, where appropriate, at local levels."

The article emphasized that "Time is of the essence."

Returning to the present, we know time **continues** to be of the essence, although we've certainly seen our share of the victories. Such as the recent enactment of a Maryland statute providing for univer-

sal contraceptive coverage. This is a clear win. Still, we must continue to ward off the myriad attacks mounted by the Religious Right and their allies on international family planning, sexuality education, and the right to be pro-choice.

The irony, of course, is that our opponents aren't opposed to family planning programs because they *don't* work. They're upset because they *do* work. These programs have succeeded in countries as diverse as Thailand, Mexico, and Kenya, as well as here at home. And this continuing success is the best 30th birthday news of all.

ZPG was formed in 1968 by a handful of dedicated activists. They knew there was a population explosion and they understood the problem. Through 30 years of experience, we've learned how to solve that problem. And that's by empowering women and by giving people access to information, education and services.

Wouldn't it be great if that increased knowledge were matched by an equally strong congressional commitment to population stabilization?

Unfortunately, and despite the presence of strong supporters of population stabilization in both Houses and in both parties, that's not the case—not yet, anyway.

So, for ZPG, turning 30 calls more for challenge than celebration.

We know what needs to be done. We just have to do it.

Peter H. Kostmayer
Executive Director

the **ZPG** reporter

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Managing Editor.....Lee Polansky
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Zero Population Growth, Inc. is a national nonprofit membership organization working to slow population growth and achieve a sustainable balance between the Earth's people and its resources.

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to the editor

Note: For some time now, we have been offering our Sprawl Attacks! poster at no charge (see the back cover of this issue) for people who want to make a statement about the connection between population and sprawl. We've had literally thousands of requests since the poster came out. Here are some thoughts from a few people who have said their lives would not be complete without a ZPG poster.

You can get your own Sprawl Attacks! poster, too. Just email us at poster@zpg.org and tell us why we should send you one!

I'm a frequent protester of such things as overpopulation. Your poster is a very intelligent, and artful way to promote my beliefs. Actually, I'm very happy I found your poster the same day that I found an anti-deforestation poster.

*Sean Lefebvre
Bethany, Ontario
Canada*

I am a traffic engineer for a city north of Atlanta and have to deal with the effects of "sprawl" everyday. Atlanta's traffic looks very similar to the traffic in the poster at any time of day! I would love to hang this poster on my office wall.

*Megan Graham
Alpharetta, GA*

I would really like one of your color posters. I am very concerned with the issue of overpopulation as an issue that many people are unaware of. I'd like to hang up the poster in my room or at my school to make a

statement and get people talking about the problem.

Thanks a lot,

*Josh Fox
Dunwoody, GA*

Cool poster! I really hate waiting in traffic, which is a direct result of overpopulation. I like the statement it makes. Please send me one.

*Craig M. Eaton
West Kingston, RI*

Please send me a poster. Why?

Because I'm working on my lecture on overpopulation and I'd love to show it to my students. I would also hang it in my office.

*Dr. James E. Diffendorfer
Vertebrate Conservation Biologist
San Diego (CA) State University*

I teach junior college students in California (the sprawl capital of the planet!) to be environmental educators. I have found that all of them can tell you what the symptoms are (i.e., endangered animals, rainforest destruction, pollution, etc.). But few know the cause (overpopulation). This poster would be a great reminder for them. It may also have an extra impact on them because they live that picture everyday!

*Kris Romero
Fillmore, CA*

I am a new instructor at Tompkins Cortland Community College in New York State teaching the global perspective on contemporary social problems. We'll be discussing the population explosion and its global impacts in October. I would love to

have this poster and the accompanying fact sheet for these classes.

*Rebecca Stevens
Syracuse, NY*

The poster looks great. I would love one for my office door. I work for a public affairs consulting company and am helping us focus on population growth issues, so the poster would be a boon to my personal public relations.

*Greg Nelson
Eugene, OR*

I sit in a crowded classroom. San Diego smells disgusting all the time. The beaches have 50 million people on them and I'm late to work every day because of all the traffic on I-8. Replace yourself...

*Rev. Philips Ryan
3459 Via Palma
La Mesa, CA*

I would love to receive a free Sprawl Poster. I am a dj at my college campus radio station, WMWC 99.5FM (Mary Washington College). Your brilliant poster would look splendid in our studio or officers room. A few of the dj's are big ZPG fans and it would mean a lot to us.

*Ben Nerhling
Fredericksburg, Va.*

Please address letters to the editor to letters@zpg.org or ZPG Letters, Zero Population Growth, Inc., 1400 Sixteenth St., N.W., Suite 320, Washington, D.C. 20036.

the editor's page

Tim Cline, *Editor*

Welcome to the new—and, we hope, improved—*ZPG Reporter*! For some time now, we have been working to reformat the *Reporter* to make it more useful to ZPG members and others who read it. Changing from tabloid to standard magazine size allows us to produce a publication that is easier to keep and store in your personal library, in public libraries and in college libraries. Magazines tend to have a longer shelf life than newspapers, and our hope is that more people will get to see each issue.

By expanding the number of pages in the *Reporter*, we'll be able to give you regular reports on Population Education and on the ZPG Chapters. You'll see articles on our members, a regular "letters to the editor" page, legislative news from here in Washington, DC as well as from California. We'll be able to provide up-to-the-minute, breaking news about population. We'll have other departments—along with the well-researched and thought-provoking articles that you've come to expect. **All** of these stories will appear in a more reader-friendly format with more photos, more graphics, and more information on "Things You Can Do" to help out the cause.

In this issue, our 30th Anniversary, we're featuring the fascinating—and controversial—history of ZPG from Paul Ehrlich on the *Tonight Show* to Peter Kostmayer on *Nightline*. We have a thoughtful piece on population growth and its impact by Vaclav Havel, the President of the Czech Republic; an article telling why road rage is a population issue; something on the six billion child countdown; a close-up look at the ZPG Santa Cruz/Monterey, California chapter, and much, much more.

Because we are particularly sensitive to the new *Reporter's* impact on the environment, based on your feedback and our mission, we thought it was important that we consider carefully the kind of printing, paper and ink we needed to use. We decided, therefore, to select a printer with a strong commit-

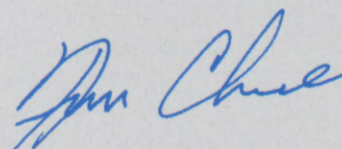
ment to environmental issues. This does not mean a printing company that simply markets their *greenness*. We looked, instead, for a printer with a long history of sensitivity towards the environment, with an institutional culture encouraging not only waste reduction but a thorough consideration of all environmental issues.

Happily, we found a printer with criteria as strict as our own: Dartmouth Printing. Dartmouth uses only non-toxic inks and they clean up their waste product so well that it is accepted into the local sewer system with no additional processing needed. Ninety-seven percent of their waste paper is made into paper toweling products. The paper you are looking at (50 pound Saratoga) contains at least 50% recycled content, and is supplied by local mills to reduce transportation waste. Even the size of the new *Reporter* (8½ by 10⅞ inches) was chosen to minimize trim waste.

If you experience any trouble receiving your *Reporter*, please let us know! We recently converted our extensive database files to a new system which gives our membership services a much faster response time. Of course, like any new system, it has its share of start-up challenges for us, but that should not impact membership services. If you are moving or your address is incorrect, you can mail us the usual information, or you can send an e-mail to Membership@zpg.org or you can automatically update your address on the ZPG web site at www.zpg.org.

Finally, we want to hear **your** reaction to the new *Reporter*. Your letters can help us to shape future issues. Please let us know what we are doing right and where we can improve.

So, sit back, relax, enjoy, learn and maybe even get prodded into action.



from the files of zpg...



One Year Ago....

The 1997 ZPG Gala, held in New York City, honored Ted Turner and Jane Fonda with ZPG's highest awards: The Humanitarian Award for Ms. Fonda and The Leadership Award for Mr. Turner. The stage-lights that night gleamed on some of the world's brightest stars, including Glenn Close, Vanessa Redgrave, Jane Alexander, United Nations Ambassador Bill Richardson and Under Secretary of State Timothy Wirth. The Dinner Committee included such luminaries as Robert Redford, Rob Reiner, David Letterman, Joanne Woodward, Paul Newman, Oprah Winfrey, and Pat Schroeder. The dinner program boasted pages and pages of "Congratulations" and "Thanks" from HBO-TV, MTV, Random House, New Line Cinema, Castle Rock Entertainment, NBC, UPS, Sony, Hilton, and many others. It was a night we will all remember, where notables and members gathered to talk and think about population, the environment, personal giving, and public commitment. And that was only the beginning.

Condom Use

A recent CNN report showed that condom use is on the rise. At one Los Angeles high school, a new program had been implemented which promoted the use of condoms. Before the program was initiated, condom use was at 37 percent of the sexually active males polled. After the program was implemented, the numbers jumped to 50 percent. Furthermore, the number of boys who used condoms during their first sexual encounter rose from 65 percent to 80 percent.

Teen Pregnancy

While condom use may be on the rise, 40 percent of American girls become pregnant at least once before their 20th birthday, says a report in *National Geographic*. Research also shows that most of these pregnancies are unintended. This rate has tripled for unmarried females between the ages 15 to 19 since 1960. This gives the United States the highest teenage birthrate of any industrialized nation.

The Gender Gap

According to a survey by the U.S. Census Bureau in December of this past year, women outnumbered men 137.2 million to 131.6 million respectively. Furthermore, this discrepancy seems to increase with age: at 65 years and up women outnumber men 20.1 million to 14.1 million; at 85 years and up 2.8 million to 1.1 million; and among centenarians 50,000 to 11,000.

More Americans Stop at Two

In 1995 there were 35 million mothers in the United States, according to the U.S. Census Bureau. Of those between the ages 15 to 44, 10.8 million had one child, 13.9 million had two, 6.9 million had three and 3.4 million had four or more. Women between the ages 40 to 44 had an average of two children each.



No Water, Water Everywhere

The Inter Press Service reported that, according to the "Human Development Report" published by the U.N., 1/3 of the world's population goes without safe drinking water, 1/4 do not have, or go without housing, 1/5 do not have modern health services, and 3/5 do not have basic sanitation.

The Population is Getting Older and Younger at the Same Time

Nearly 14 percent of the European population is over 65 years old, says *The Humanist*. Thirteen percent of North America's population is over 65 years. In less developed countries, only 5 percent of the population is over 65 years. The same report notes that 46 percent of Africa's population is under 15 years old, while 35 percent of the Latin American population, and 32 percent of the Asian population are under 15. A telltale sign the population isn't about to start ebbing. The developed countries of the world only account for about 20 percent of the world's population, according to *The Humanist*. This number is expected to decline to 16 percent by the year 2020.

An Amazing Revelation

According to studies conducted by the Agence France Presse, the more education women have, the fewer children they have.

Birth Control and Population Growth Rates

Lack of contraceptive availability has severe effects on population growth in less developed nations. Nigeria, the tenth most populous country in the world, has a growth rate of over 3 percent, according

to *The Humanist*. Less than 3.5 percent of married women use modern contraceptive methods. Women in Nigeria have an average of 6.4 children per woman.

In Pakistan, only 18 percent of married women currently use contraception. The population there is over 142 million with a fertility rate of 5.2 children per woman. Seventy-eight percent of the women, however, reported knowing of at least one type of contraception—the question is merely one of availability.



Where We Live

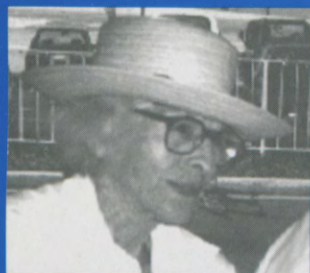
According to the Population Reference Bureau, between 1990 and 1997, Nevada had the highest population growth rate of the country with 4.6 percent. Arizona had the second highest with 3 percent. Utah and Idaho tied for third with 2.5 percent apiece. New York had a 0.1 percent growth rate, the smallest in the country. Washington, DC, Connecticut, and Rhode Island all had negative growth rates. And more of us live in and around cities. There are 13 states which have 80 percent of their residents living in urban areas. California leads the group with a whopping 98.6 percent of its population living in metropolitan areas, according to the U.S. Census Bureau.

One third of the world's population goes without safe drinking water.



PARTNERS FOR THE FUTURE

Give a Gift of Lasting Significance



"I thought about distributing my modest estate to several charities dear to my heart, but decided they would all be better served with just one significant gift to ZPG...I believe all causes are lost causes unless we deal with population growth. By making this bequest, I have the satisfaction of knowing that I will be helping to preserve our fragile planet for future generations."

— Ms. Roya Katzer
Santa Monica,
California.

ZPG member since 1994

Remember ZPG in Your Will.

A will is one of the most important documents you will ever sign. It can be an expression of your personal values, and lets you – not the state – direct precisely who will receive all the property that you have accumulated over your lifetime.

With a Skillfully Drafted Will You Can:

- Make provisions for your loved ones
- Minimize death taxes
- Provide for the worthwhile causes that you support – such as ZPG

Executing a will is neither difficult nor expensive, yet the rewards are great indeed – both in peace of mind and in personal satisfaction. If you believe in ZPG and its mission to foster a liveable balance of people and the environment, please remember ZPG in your will.

To Name ZPG as a Beneficiary in Your Will

You can use the following simple paragraph in a new will, or as a codicil (amendment) to an existing will: "I give and bequeath to Zero Population Growth, Inc. the sum of \$_____ for the general purposes of said corporation." All donations are tax deductible.

Your Bequest Can Be:

- A stated dollar amount, or a percentage (e.g. 5% or 10%) of your estate, or a gift of securities;
- A gift of property – real estate, collections, art, jewelry, etc;
- A share of the "residue," or the amount that remains after paying all inheritances, debts and costs;
- The remainder, or share of the remainder, of a trust (e.g. living trust, charitable remainder trust).

Gifts to Posterity...Outside a Will

You don't necessarily have to make or change a will to benefit worthwhile organizations at death. Virtually any financial arrangement that allows you to designate a death beneficiary can be adapted as a wonderful "bequest" to benefit future generations. For example:

Life Insurance You can name us the beneficiary of your life insurance, or a co-beneficiary, or a contingent beneficiary.

Financial Accounts Most financial accounts can be made payable on death to a friend, a relative or to a charitable organization.

Retirement Savings IRAs, pensions, 401(k) plans and other retirement savings arrangements provide for death beneficiaries, which can include charitable organizations. (Spousal consent is necessary if the account owner is married.) This type of gift can save both "death taxes" and income taxes that would have been owed by a person who received the death benefits.

Note: United States Savings Bonds are a splendid selection for a charitable gift by will, but they cannot be left through a beneficiary designation. Such a bequest will save both income tax and federal estate tax.

Revocable Living Trusts The gifts by will that we have suggested also can be given by members with revocable living trusts. Simply name "ZPG" as one of the beneficiaries of your trust.

Tell Us About Your Bequest

If you've made a bequest to ZPG, please let us know. We would love to thank you for your very special gift. So please take a few minutes and give Irene a call (see below for number). Or mail a note to us in the envelope provided. For more information, please call Irene Szturo at (800) 767-1956, or email: irene@zpg.org.



washington view

by Heather Smith, Legislative Associate

the Title X (ten) program, the only federal program dedicated to providing family planning to low-income women and teenagers. A controversial provision, pushed by House conservatives, to require parental notification/consent before any clinic receiving Title X funds could provide services to a minor, was kept out of the bill by strong opposition from the Senate and the White House.

▼ International Population Assistance

The debate over international population assistance resulted in a mixed bag. The House supported "global gag rule" was dropped from the final bill due to opposition from the White House, but funding for the U.S. Population Assistance Program was held steady at \$385 million and again, like this year, will be parceled out in small monthly installments. Sadly, the bill eliminates all funding for the United Nations Population Fund (UNFPA), which provides voluntary family planning assistance to poor women in 150 countries. This year, the United States provided \$20 million for UNFPA. The elimination of U.S. support will deprive 870,000 women of access to effective contraception, resulting in 500,000 unwanted pregnancies, 200,000 abortions, 234,000 births as well as tens of thousands additional maternal and child deaths.

Abortion restrictions — Anti-choice lawmakers successfully maintained several restrictions on abortion in the final budget deal, including a ban on abortions for women in federal prisons, a prohibition against the use of local funds in Washington, DC for abortion services for low-income women. Other abortion restrictions in the bill include a ban on the use of Medicare funds to pay for abortion. Although Medicare is primarily a source of health care for seniors, it does cover close to 1.9 million non-elderly disabled women.

▼ Congress and the White House Reach a Budget Agreement

The 105th Congress has drawn to a close, but before it did Republican leaders in the House and Senate had to come to an agreement with the White House on spending this year. The final agreement came nearly a month after the start of the fiscal year. After weeks of behind the scene negotiations, they finally reached agreement on a massive "every-thing-but-the-kitchen sink" budget bill. The Omnibus Spending bill carries eight of the 13 regular annual appropriations measures.

Some highlights of the bill are:

Contraceptive Coverage for Federal Employees — Family planning supporters won a huge victory with the inclusion of a provision to allow federal employees access to all Food and Drug Administration approved contraceptives in their health care plans. A decision earlier in October to drop this provision from the Treasury/Postal Appropriations bill was responsible for the failure to pass that bill.

▼ Domestic Family Planning Assistance

In another victory, the omnibus bill contains a \$12 million increase in funding for

Road Rage

by Greg Morrison, Office Manager
(Last April, Greg wrote on the joys of going car-free. Now he looks at one of the more deadly results of too many people driving too many cars.)

On September 4, 1998, Charles Frederick Carson, aged 33, was shot to death on the Capital Beltway outside Washington, DC. Eyewitnesses reported that Carson's Acura and a tan Mercury had been involved in a chase at speeds in excess of 80 miles per hour for many miles, weaving in and out of Labor Day rush-hour traffic on the perpetually-busy Beltway. After Carson attempted in vain to slow down and exit to evade the Mercury, and then sped up again, a passenger leaned out of the Mercury and shot Carson.

This is not the first grisly account of fatal "road rage" that has been reported on the news here in Washington. In fact, the cases of aggressive driving leading to accidents and shootings are becoming more frequent—even commonplace—in this, one of the most traffic-congested cities in the United States. And Washington is not the only city to experience an increase in road rage incidents. All over the U.S., a phenomenon once associated solely with the highways of Southern California is now part of all cities' roads.

Of course, the deadly incidents that make the news are far from the only cases of aggressive driving on the rise. Aggressive driving—appropriately termed "road rage"—is generally defined as any aggressive act carried out while driving, usually in response to the action of others. Have you ever flashed your lights at a slower driver for not getting out of your way? Or suddenly stepped on the brakes to teach that tailgater a lesson? Then you have experienced (and acted out) road rage. And you are in the

majority. According to Matthew Joint, Head of Behavioral Analysis at The Automobile Association Group's Public Policy Road Safety Unit, a 1995 Automobile Association survey "found that almost 90 percent of motorists have experienced 'road rage' incidents during the last 12 months. Sixty percent admitted to losing their tempers behind the wheel."

Road rage is a common topic in the news and on television news magazines. Articles and news pieces tell us that road rage is on the rise. They attempt to explain the psychology of road rage, as well as how to react to an aggressive driving situation. They also give advice on how to cope with your own aggression on the road.

But rarely do any of these stories get at the *root cause* of the problem. That is, more people on the road each year means more congestion. And more congestion means more traffic violence. Road rage, in other words, is just one more symptom of our country's population growth. While psychologists and pundits give us helpful tips to preventing aggressive driving on an individual basis, they miss the plain and simple fact that until we reduce highway traffic, we will continue to put ourselves into situations that make us angrier and angrier.

That anger and aggression is especially a problem in our cars. According to Joint, the key to hostile feelings on the road lies in territorial instincts. People require "personal space" to feel comfortable around others. When people are in direct personal contact, such as in a busy subway, we are able to respond to an invasion of space with body language which others can see, and this eases tensions. In our cars, that space expands beyond the edges of our vehicles. When other drivers violate our space, our unease is more difficult to convey clearly, so the tension leads to aggressive driving

Almost 90 percent of motorists have experienced 'road rage' incidents during the last 12 months.

responses. This might explain why we have not heard reports of rampant "subway rage."

Joint goes on to explain that this territorial tension between drivers generally eases as the cars move away from each other. But in congested traffic the cars cannot move away from one another, and the tension builds. Road rage is the result of combining the tension of traffic congestion with the *automobile itself* as a mode of transportation — crowding and cars make a dangerous combination.

Now that we see that the problem of increased road rage is the result of increased congestion on our roads, how do we solve the problem? Many politicians quickly respond, "Build more roads." But that is a quick-fix answer which just leads us to the same problem later on. So we must find other, longer-term solutions that solve the problem rather than put it off.

The driving population of the United States is growing and will continue to grow for years to come. As the Director of the National Highway Traffic Safety Administration (NHTSA) explained at a Congressional hearing, from 1987 to 1997 "the number of miles of roads in the United States has increased by only 1 percent while the number of vehicle miles driven has increased by 35 percent." If we respond to the problem of traffic congestion by building more roads, the new roads inevitably become congested, too.

In order to truly solve the problems of congestion, we must do two things. The first and obvious step is to rein in population growth. That is the only *real* solution to any of our congestion problems. But until that happens, we must reduce the impact each person makes on traffic congestion.

Individually, we can make choices to reduce our own contribution to the problem of traffic congestion. For example, my choice has been to live in the city, where I can walk to the store and ride public transportation to work. What I spend on higher urban rent, I save in reduced car expenses and frustration.

But many cities and suburbs in the U.S. do not have extensive mass transit systems. These cities are often the same communities where supermarkets, strip malls and huge streets with no sidewalks make walking anywhere impossible. In these areas, neighbors can carpool—not only to work, but to stores and schools.

Collectively, we must work to convince lawmakers and city planners that "build more roads" is no answer to congestion and does not relieve the problems of road rage. We must support better mass transit systems, and fight poorly planned development that eats up land and forces people to drive if they want to rent a movie, pick up some cold medicine, or go food shopping. The only solution to road rage is to put fewer people on the road.





30 years

This year marks ZPG's 30th anniversary. Looking back, what can we report? Well, ZPG has grown and grown! It's been 200 years since Thomas Malthus wrote his famous *First Essay on Population*, and 30 years since Dr. Paul Ehrlich's pathbreaking *The Population Bomb*. Both Malthus' pamphlet and Ehrlich's book were best-sellers after their publication and people continue to request both books. The notion of overpopulation clearly attracted attention and ZPG's long-lived growth proves that the interest in population and overpopulation persists. ZPG's long life also proves that there are people willing to support a continually evolving movement that has always had a message of action and of hope: action to change the population trends and hope that these changes will not come too late.

of zpg

The Original Message

ZPG's early mission was relatively straightforward: raise public awareness of the link between population growth and environmental degradation and, in turn, encourage people to have smaller families. Thus, the corresponding message was simple: Stop at Two. ZPG's focus concentrated on reducing desired family size and ensuring the means and rights of human reproduction.

In the late 60's in America, "revolutionary" would be an apt description of someone daring enough to talk about reproductive rights. Large families were generally considered to be desirable and comprised the norm. But along came Rachel Carson's groundbreaking and best-selling *Silent Spring* which revealed the dangers of chemical pollution. Environmental disasters seemed to be on the increase; for example, Lake Erie was declared a "dying sinkhole." Environmental awareness began to enter the public consciousness. In the summer of 1969, as the highly-polluted Cuyahoga River near Cleveland burst into flames, there seemed to be an apocalyptic urgency to the soon-to-be-called "environmental cause." Bill Reyerson, founder of the first campus chapter of ZPG, described the reaction to the burning rivers and other catastrophes. "It sent shock waves through the country," he remembered. "People realized that if the country was so polluted that rivers could burn, we had a serious problem."

As many Americans became aware of environmental problems, ZPG activists worked to show the environment's link with population. They sought to challenge and change prevailing attitudes toward family size, using slogans ranging from the funny:

The pill in time saves nine!

This line is too long. Join ZPG!

To the confusing:

Stop Pop Hop Ergo Grow Zero

Bumper stickers, posters, public service announcements, and magazine advertisements urged people to adopt the ZPG philosophy and to join the organization. And, amazingly, the idiosyncratic campaign succeeded beyond all expectations. According to some reports, the years between 1969 and 1972 saw the membership of ZPG briefly blossom to more than 35,000 members.



But there was more to convincing people to choose smaller families than urging them to "just have two" children. Ensuring that they had *access* to the means to choose the size of their families was essential to this choice. Historically, until the 1965 Supreme Court decision **Griswold v. Connecticut**, mar-



ried couples were not guaranteed the right to use contraceptives. Even after that decision, contraceptives continued to be illegal for unmarried people. The **Comstock Laws of 1873**, which prohibited the dissemination and mailing of contraceptives under federal anti-obscenity legislation, still held. Abortion was illegal in some states. Elective sterilization was almost impossible to obtain. To fight these problems, ZPG joined forces with other organizations such as National Organization for Women, Planned Parenthood of America, the American Civil Liberties Union, and numerous others to convince politicians of the need for change.

Times Change

Legislative change came relatively quickly. Congress rewrote the federal Comstock laws in 1970, formally removing the obscenity label from contraceptives. Two years later, the Supreme Court released the **Eisenstadt v. Baird**

decision, extending contraceptive rights to the unmarried. In 1973, the critical **Roe v. Wade** decision legalized abortion and elective sterilization and its companion opinion, **Doe v. Bolton**, declared policies designed to restrict access to abortion unconstitutional. With the help of such groups as ZPG and with the leadership of "women's liberation" organizations, the idea of "reproductive rights" was now part of the national discourse. And politicians started taking a special interest in population issues.

Amazing changes resulted. The total fertility rate in the U.S. dropped from an average of 3.4 children per woman in the early 1960s to 1.8 in 1975. The doubling time of U.S. population rose by 14 years between 1968 and 1975, and natural increase dropped from an annual growth of 1.1 percent to 0.9 percent. In 1983, Paul Ehrlich pointed out that he had been stunned by the reproductive revolution of the 1970's, of which the flowering of ZPG was both a cause and a symptom. If ever an organization was serendipitously founded, ZPG was.

Times changed and changed again. In the 30 years since ZPG was incorporated, bell bottoms and disco went out of style and then returned. John Travolta found himself a forgotten star; twenty years



later, he was rediscovered. And reproductive rights are again being challenged. From 1989 to 1992, state legislators introduced more than 700 anti-abortion rights bills. By 1992, 84 percent of U.S. counties lacked a doctor willing to perform abortions. Anti-abortion violence has escalated, and the influence of the Religious Right on the tone and content of political discussions is increasing. Political involvement in population issues has become a tricky matter. These days, ZPG National Field Director Jay Keller, a movement activist for many years, observed, "Many politicians wouldn't come near a population policy if it was wrapped up in candy and gold."

But ZPG changes with the times. From a tiny group of three original incorporating members, we have a membership of over 55,000. We no longer print newsletters on a basement mimeograph machine. ZPG is no longer a brash young organization. Yet in the current conservative political climate, an organization with a message like ZPG's could never be considered "tame."

A Changing Message

So what exactly is ZPG's message? Pete Seeger summed up the original message in an early public service announcement when he told people about the "two positive steps" that would protect the environment. "First," he informed the audience, "Don't have more than two children....Second, tell others what you've decided." By now, however, ZPG realizes that population is more than that. Now we deal with both the causes and effects of overpopulation, from supporting international family planning, to suburban sprawl, to contraceptive coverage by insurance policies. ZPG's mission is much more complex and is more complicated than telling people to "just have two." The mes-

sage of the early days was certainly unique, but we now know much more about the dynamics inherent in stabilizing population.

Even the simple power of the early message was questioned. A 1970 article in the *ZPG National Reporter* asked "Is ZPG a Cop-Out?" The author answered, "Yes, because the message was too simple." Paul Ehrlich, though less vehement, said as much in 1989: "Solving the population problem will only buy you a ticket to solve the other problems. It won't solve them in itself." In other words, you could not then, and you cannot now, save the world just by having fewer babies. That was, however, the solution ZPG originally presented as the magic bullet: Stop at two and you have done your good deed. We now realize how that message just didn't work for everyone.

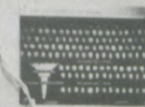
Since then, ZPG has branched out. We work extensively with other groups concerned with this message, and we get our message out as much as we can. We encourage cities to implement growth plans so

they can avoid the problems of urban sprawl. We lobby the U.S. Congress on both international and domestic family planning funding, ensuring that it isn't cut. ZPG's Population Education Department has developed an award-winning school curriculum that incorporates environmental and population issues in standard classroom fare that educates hundreds of teachers and students every single year. ZPG tries to bring attention to the benefits of childless and single-child families and is focusing on the environmental impact of a growing population, rather than only on numbers.

In the 1970's, ZPG opened vasectomy clinics. Today, ZPG hands out condoms with the wrappers embossed, "Save the world: Use a condom." ZPG is currently working on a National Population Policy, but it is based on *choice and education*—as it should be. We have found that our message works much better when people are given a choice and can make that choice for themselves. As Jay Keller noted, "You can

THE PROBLEM

1. Resources

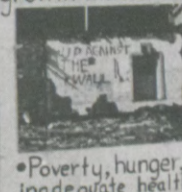


• Population and consumption are increasing rapidly in a world of limited resources (food, clean water & air, space, minerals)

• Rapid population growth in last century due to decrease in death rate while birth rate remains high.

2. Social Problems

• Population growth makes all of these worse:



• Poverty, hunger, inadequate health care and housing. • Crowding • Etc. • Pollution and increases the likelihood of epidemics and war.

3. Economics

• Cost per person of governmental and other services (schools, sewage, transportation, etc.)

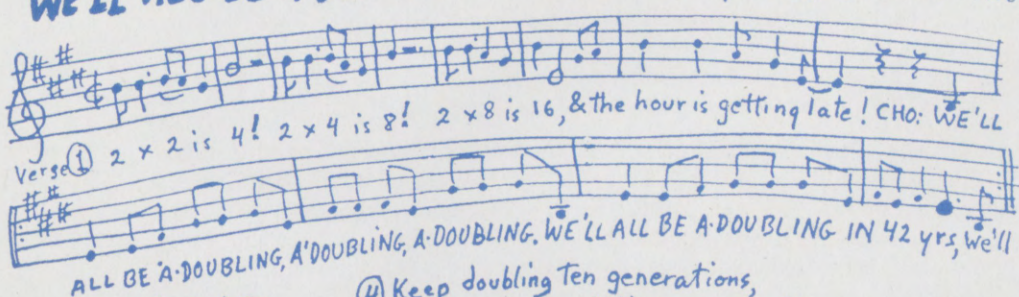
The best way to stop overpopulation:
1. War 2. Disease
3. Famine 4. Other

have a powerful message that leads you in the wrong direction. The process which leads you to ZPG is as important as reaching zpg."

In the final analysis, no one is concerned about population because of numbers alone. The numbers are interesting only in the context of quality of life—as an indicator of how things have changed

WE'LL ALL BE A-DOUBLING

Words - Pete Seeger
Tune - old spiritual ©TRO-NYC 1970



Verse 2: Twice 16 is 32
Next comes 64
Next is 100 & 28
Do we need to hear more?

(repeat chorus twice after each verse)
3 Next comes 200 & 56
Next 500 & twelve
Next a 1000 & 24
Figger it out yourself

4 Keep doubling ten generations,
You can have children more than a million
Keep on doubling another twenty
Your children are over a trillion

5 Either people will have to get smaller
Or the world's gonna hafta get bigger
Or there's a couple other possibilities
I leave it for you to figger.

(I wrote this song in the 1960's after reading "The Population Bomb" by Paul Ehrlich. Finally in 1997 I thought of a good last verse. Now it's worth singing.)

6 I snuk into the Vatican; I whispered in John Paul's ear!
He sat up with a shout: "Is that you, God?" & sung out for all to hear:
We'll all be a-doubling...etc 3x!

In 1969, legendary folk musician **Pete Seeger** wrote "We'll All Be A-Doubling" for ZPG. Those who already know this song will notice that he added a new last verse. Pete Seeger felt that the first version of the song was too serious, and in April 1997 he wrote a new, light-hearted verse. "We need to get people laughing," he said recently. "It's the best way to reach them. When words fail, try music, food, pictures. But don't stop communicating." He has sung this song to people all over the world and still sings it today. We are reprinting the text and music in the hope that it will inspire all of you to keep communicating.



and as an answer to why they have changed. Reducing the world population to three billion would not *automatically* cause a vast improvement in our quality of life; it would, in fact, most certainly have a detrimental effect if the population declined through famine, pestilence, or coercive government practices. ZPG's goal is to improve people's quality of life now and in the future, not to sacrifice the present.

Another facet of the changing message is its audience. Originally, ZPG specifically targeted the white middle class. As Paul Ehrlich wrote in 1970 in the *ZPG National Reporter*,

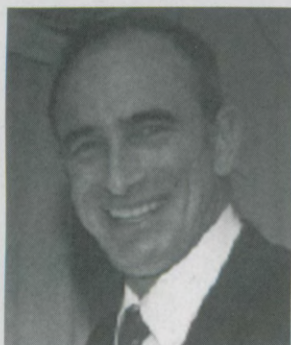
Overpopulation in the United States is essentially a white middle-class phenomenon because the white middle-class majority use up more than their share of resources and do more than their share of polluting. [ZPG's] literature speaks to this reality by making an urgent plea to members of the majority white middle-class society to voluntarily limit their families to two children.

ZPG now speaks to an increasingly diverse audience. We must extend our message to reach **all**. The message must appeal to the rich, the poor, and the middle class.

Today's message may not lend itself as well to catchy slogans, but as ZPG's Director of Communications Tim Cline commented, "One thing we've learned is that for a message to pop out at today's audiences it must move beyond slogans."

Selling the Concept

The popularity of the Ehrlichs' book, *The Population Bomb*, which dealt specifically with the impact of U.S. population growth on the environment, gave ZPG a head-start in its own marketing. Americans knew that the developing world might have population issues to deal with, but the argument that the U.S. also had



Paul Ehrlich

No history of ZPG could be complete without mentioning the impact of *The Population Bomb*. This book, written by Paul Ehrlich and published by Sierra Club Books in 1968, was an instant best-seller. It went through 22 printings in just 3 years and was the catalyst for the formation of ZPG. However, to overstate the importance of the book is to understate the impact of its author. Paul Ehrlich is a respected scientist and a prolific writer, but most important for the population movement, he is eloquent, impassioned, and convincing, and he has been relentless for the past thirty years in raising awareness of population issues.

Ehrlich was initially invited on *The Tonight Show with Johnny Carson* in 1968 to discuss *The Population Bomb*. According to Mr. Carson, Paul Ehrlich's initial appearance on his show and "our discussion of the population bomb created the strongest...response of any guest." Carson invited Ehrlich innumerable times because Ehrlich is credible, outspoken, and witty—the perfect guest. ZPG benefitted vastly from Ehrlich's dynamic personality—on his second and third appearances, he mentioned ZPG's name and address. This free publicity resulted in the greatest membership boost that ZPG has ever experienced.

Since then, Paul Ehrlich has been working to promote awareness of population and environmental issues through books such as *The Population Explosion* and *Betrayal of Science and Reason*, television programs, and, of course, speaking engagements. While skeptics dismiss Ehrlich as a "doomsayer," the most common reaction to him and his work is a profound respect and admiration. He has been awarded countless honors, including the World Ecology Medal from the Center for Tropical Ecology, the United Nations Environment Programme Saskawa Environment Prize, and a MacArthur Prize Fellowship. As Johnny Carson commented, "Many of his predictions made then (when Ehrlich appeared on *The Tonight Show*) have come true, and the concern for controlling world population should still be the number one priority today."

population problems was a shocking concept to most readers. Richard Bowers, a Connecticut lawyer, found the issue particularly interesting and suggested forming an organization around it. Professor Charles Remington, the third of ZPG's founding trio, recalled, "We decided that we would not let this organization handle what we called *gringoism* in which North Americans tell people in other parts of the world what they ought to do. We decided that it would be officially only linked to the United States." An organization was born.

The next step was choosing the organization's name. *Zero population growth* was used by demographers and had been coined by Kingsley Davis in 1967. Bowers, Remington, and Ehrlich understood the concept, but felt that it was not necessarily an obvious name choice.

Ehrlich recalled, "I wanted to call the organization something like Study of Population and Resources." But Bowers insisted, "No, I want to call it Zero Population Growth." And I said, "It'll never catch on. People will think that it means 'no people.' Bowers obviously won out, and ZPG really caught on." The name was a brilliant choice. It's confrontational, direct, and

intriguing. The name in and of itself continues to lead to discussion, so the choice of name was the first selling point.

A year after its founding, in another lucky occurrence, the group got a boost when Ehrlich appeared on the popular *Tonight Show with Johnny Carson*. Ehrlich deftly seized the opportunity of his appearance, describing ZPG to the viewing audience and giving out its address and telephone number. ZPG's membership and visibility rose dramatically as a result.

That same year, but on a much smaller scale, Bill Reyerson was working on his own marketing scheme at Yale University. He and a few other students made mini-posters with **ZPG** printed on them in big block letters. That was all: No explanation. No telephone number.



Just **ZPG**—and nothing else. The fliers went on every bulletin board on campus. Reyerson recounted, "For two weeks, those posters sat there. And they got written up in the *Yale Daily News*, as something of a mystery: Who is ZPG? Is this some invasion?...People wrote on one of the posters, 'Does this mean Zany Poppy Growers?'" After two weeks, they put up new posters with an explanation of what ZPG was and a meeting time and place. Within a week, the chapter boasted 200 members.

Another successful marketing tool in those days was the bumpersticker, and ZPG printed thousands of them with messages reading:

The Population Bomb is
Everyone's Baby
Stop Heir Pollution
Control Your Local Stork

Bumperstickers became mobile advertising. "There were at least eight versions of the bumperstickers flying around the country on the highways," pointed out Charles Remington. And where they traveled, ZPG's name and message hitched a ride.

It is probably within the world of the mass media that the biggest changes have been felt in the thirty years since ZPG was founded. The "Information Age" gives the media far more stories than it can use, and it has become much more choosy. In the 1990s, a story with a message



must stand out among stories with a punch-line or with shock-value. A non-profit organization must somehow manage to seem appealing among the computer-enhanced, jingle-addicted for-profits. ZPG offers the chance to make a difference, and that doesn't sell as easily as striped toothpaste or color-coded freezer bags.

Still, ZPG more than holds its own. The ZPG PETNet, an extensive network of activists and educators, trains thousands of teachers each year to incorporate population and environmental issues in the classroom. The World Population video has been seen by people throughout the world. *The Sprawl Attacks* poster adorns the wall of many a campus dorm room. The 1997 *Children's Environmental Index* received unprecedented attention in cities across the United States.

Population Education

The year 1973 was momentous: the **Roe v. Wade** decision, Watergate, and the first viewing of the ZPG video, *World Population!* The now-famous "dot video," updated in 1990, was the first, and has remained the most popular, educational tool that ZPG offers. In fact, it is the most popular population video **anywhere**. The CEOs of both National Geographic Society and Monsanto have used the video in boardroom presentations. It recently opened as a permanent display in the Biodiversity Hall at the American Museum of Natural History in New York City. It is part of a Monterey Bay Aquarium show, and will be traveling until 2000 in an exhibition put together by the Smithsonian and the National Geographic Society called "Earth 2U." Pamela Wasserman, Director of ZPG's Population Education Department, estimates that the video has been shown in two dozen zoos and museums in recent years.



Founded in 1975, the Population Education Program was comprised of a staff of one person who worked on a single column in the *ZPG National Reporter*. Today there's a staff of four, two newsletters, and the coordination of the presentation of over 250 teacher training workshops each year. The PopEd Program also publishes the classroom texts, *Earth Matters*, *Counting on People*, and *People and the Planet*, which together cover the full range of K-12 curricula.

One of PopEd's most successful endeavors has been the Population Education Trainers Network (PETNet). Instituted in 1987 with

thirty volunteer activists and educators, the PETNetters were trained by PopEd staff to present workshops on how to incorporate environmental and population issues into classroom materials. That first year, PETNet members presented nine workshops. Since those humble beginnings, the PETNet has increased to 212 members, and the number of workshops they present has grown to 165. Professor Bill Baird, who teaches Science Education at Auburn University, first joined the PETNet because another PETNetter was driving four hours to give presentations to Baird's classes. Professor Baird told us, "I would travel longer dis-



tances than that because I like the materials, and I believe in the message. I'm a happy PETNet presenter."

The Volunteers

National Field Director Jay Keller explained, "When you have a group of people who work for an organization, not because they are paid for it, but because they want to support the organization, that's a pretty special thing." In that case, ZPG has a pretty special thing going. ZPG currently has 18 chapters comprised of volunteers giving ZPG their time and energy to various projects. For example, the Sonoma chapter developed Project Educate Sonoma County, sending speakers to local schools to give

presentations and hand out ZPG educational materials. This project won the first annual *Christopher Reeve Environmental Award* in 1996. Another twenty-year-old initiative is The Rubber Tree, a chapter-run store in Seattle which sells condoms at reduced prices. Among ZPG's many other committed members are Dan Miller, a retired marine biologist who chairs the Santa Cruz chapter and gives countless presentations in local schools; Scott Vance, of the Seattle chapter, who masterminded the permanent display, *Touch the Earth...Gently*, at Seattle's Woodland Park Zoo; and Bonnie Walters, of the Central Coast chapter, who organizes a ZPG information table every month at a local farmers' market.

In addition, ZPG is lucky to have helping hands join us in the national office. Volunteer Night—which is every Tuesday—gives volunteers the singular satisfaction of stuffing envelopes and gluing them shut. Dean Oman, a five-year volunteer,

noted, "After I've been thinking intensely all day, I like something easy to do. It's a social gathering."

ZPG has student volunteers, retired volunteers, Roving Reporters, and the Speaker's Network. ZPG has been blessed with many dedicated, vigorous volunteers, and that's a pretty special thing.

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Special thanks to Charles Remington, Bill Reyerson, Larry Barnett, Pete Seeger, Paul Ehrlich, and Johnny Carson.

Use Your Keyboard, Change the World!

ZPG's Electronic Activist program invites you, as a politically-minded member, to respond to legislative alerts quickly and effectively. If you're a college student and you participate in the program at least four times a year, you'll get a free membership in ZPG!

The way it works: By e-mail, we send you Legislative Alerts that describe a particular issue. Along with the message, you'll get information on what to do. This action usually entails reading a sample e-mail letter which you then return to us. We convert the letter to a fax and forward it to your Senator or Representative.

Interested? Send your name and address to jay@zpg.org. Please write "electronic activist" in the subject column. This quick and useful procedure allows you to take an active role in upholding the ideals which you hold to be true—and you can have fun, too!

The Combined Federal Campaign

Workplace giving is one of the most effective means of fundraising because it reaches large groups of people. Federal government employees nationwide can support ZPG through the Combined Federal Campaign (CFC). ZPG is a member of the America's Charities Federation, one of the groups included in the CFC.

CFC #477

All funds designated to ZPG through the CFC go directly to the organization, helping to keep overhead costs low. If you're a federal employee, you can give to ZPG by designating your CFC contribution to #477. Your support is greatly appreciated!

For information, call or write:

ZPG Director of Development

1400 Sixteenth Street, NW, Suite 320

Washington, DC 20036

(202) 332-2200 or toll free at 1-800-767-1956

Now Is the Time!

By Melissa Young, Pop Ed Assistant

With the world's attention focused on the upcoming milestone of the new millennium and a world population of six billion, there has never been a better time for ZPG and its members to promote population education. Because these two events are connected in many ways and fall within six months of each other, we have a perfect opportunity to educate both adults and our nation's students about population issues.

Milestones like these force us to reflect on our history and to look ahead to the future. The major events of the past century were incontrovertibly linked to growing population. Think of the major innovations made in sanitation, in nutrition, in agriculture, and in medicine. Innovations in these and in other fields improved our quality of life—but they have also at least partly caused our population to more than triple since 1900.

As we look ahead to the future, we can see that stabilizing human population growth is our greatest challenge. ZPG is not alone in the belief that Earth cannot support another tripling of the population within the next 100 years. *National Geographic* magazine recently designated the area of population as one of the largest issues which will challenge the world during the next millennium. It even devoted its October 1998 issue to population issues.

The education community has long recognized the importance of teaching students about population. In fact, educational standards issued by professional organizations such as the National Science Teachers Association and the National Council for the Social Studies include the study of population issues in almost every subject. ZPG's Population Education Program has been meeting teachers' needs for materials and training on population issues since 1975.

To help high school educators teach about the six billion milestone, we developed a new poster and lesson plan, *Countdown to 6,000,000,000*. This poster, designed to be used throughout the school year, counts down the nine months until the June 1999 six billion mark. Each month

highlights a different theme, from health and education, to biodiversity and climate change. The poster's backside shows activities that teachers can use with their classes, as well as background information. Teachers also may order a related set of lesson plans that will help them incorporate population issues into a variety of subject areas.

While we are proud of our progress in helping the next generation to understand population issues, we know that the extensive media focus on the year 2000 and the number 6,000,000,000 give us the opportunity to educate an enormous number of people. It's the best opportunity for ZPG members to get involved in promoting awareness of the population issue.

What you can do:

- Talk to the educators you know personally—your child's teachers or former teachers or friends who work with children at local nature centers or zoos. Find out if your local school has an environmental club or a staff member in charge of environmental education.
- Let educators know about our free resources that can help them to incorporate population issues into their regular lesson plans. *Countdown to 6,000,000,000* is free for a limited time to high school classroom teachers, but they must contact us directly.
- Serve as a resource for population information. Copy and send relevant articles from the *Reporter* to educators. Do the same with your local newspaper.
- Be mindful of the grade level which the educator teaches. For example, talking about family planning to third graders is inappropriate, but focusing on water quality or local sprawl issues is fine.
- Don't stop with the schools. Explore opportunities to present programs for community and church groups. Contact us about activities which would be relevant for an adult audience.

Interested in getting more involved? You can contact the Population Education Program at 1-800-POP-1956 or PopEd@zpg.org.

PopEd workshops

ZPG Population Education Workshops for Teachers

To see how hands-on population activities fit into your classroom, attend a workshop! As of press time, ZPG staff and PETNet volunteer trainers will conduct teacher training workshops at the following places:

Date	Event	Location
November 10	Massachusetts College of Liberal Arts Secondary Education Methods	North Adams, MA
November 11	National Association of Gifted and Talented Education Conference	Louisville, KY
November 11	National Teachers of Mathematics Regional Meeting	Reno, NV
November 13	West Virginia Council for the Social Studies Conference	Morgantown, WV
November 13	Colorado Science Convention	Denver, CO
November 19	Conference for the Advancement of Science Teaching in Texas	Corpus Christi, TX
November 20	National Science Teachers Association Southern Regional Conference	Birmingham, AL
November 20	National Council for the Social Studies Annual Convention (come see our exhibit!)	Anaheim, CA
November 24	University of Puget Sound Elementary Education Methods	Tacoma, WA
November 24	Immaculata College Survey of Curriculum Course	Immaculata, PA
December 2	Widener University (2 sessions) Elementary and Secondary Methods	Chester, PA
December 3	National Science Teachers Association Southwestern Regional Conference	Albuquerque, NM
December 9	Texas Association for the Gifted and Talented Conference	Dallas, TX
December 9	Prince Georges County School District In-service	Oxon Hill, MD
January 15	Alliance for New Jersey Environmental Education Conference	Lawrenceville, NJ
February 3	Pennsylvania State University at Harrisburg Elementary Methods (2 sessions)	Harrisburg, PA
February 4	National Council of Teachers of Mathematics Regional Meeting	Charlotte, NC
February 5	Greater San Diego Mathematics Council Annual Conference	San Diego, CA
February 13	North Carolina Environmental Education	Research Triangle, NC
February 17	Hoosier Association of Science Teachers Conference	Bloomington, IN
February 25	California Science Teachers Conference	Santa Clara, CA

Look for us at conferences or contact ZPG's Population Education Program at 1-800-POP-1956 or at PopEd@zpg.org for exact dates, times and locations. Please call at least one week in advance so we can give you the most complete information. Check our web site at www.zpg.org frequently as we expect to add many more workshops in the coming months!

chapter focus

ZPG Santa Cruz Monterey

Dan Miller, ZPG Activist

When the ZPG Santa Cruz/Monterey chapter formed in 1993, our program focused on student education from third grade to the university level. We think we have done a bang-up job in getting the ZPG message out to students—two chapter volunteer lecturers talk to more than 1500 students every school year. Our talks are approved by the Santa Cruz County Office of Education and the California Department of Education for Santa Cruz, Monterey, San Benito and Santa Clara Counties. These members also led two PET training sessions for Santa Cruz County teachers as well as PET training sessions in Berkeley, Redwood City and San Francisco.

ZPG Santa Cruz/Monterey members are an active bunch. About 40 activists will table, participate in parades and testify at public meetings. Four of our members work with the ZPG *National Speakers Network*. Where do we get our funding for all of these activities? Funding comes from local ZPG members, an annual fundraiser, *The Human Race Walk-a-Thon* and from ZPG-National office operating grants. We have about \$4000 to spend in 1998; most will be spent on copies, stamps, and space rentals for public events.

In the past three years, we've had the opportunity to sponsor several individuals well-known to those of us who are interested in population: ZPG Executive Director Peter Kostmayer, Professor Albert Bartlett from the University of Colorado at Boulder and Werner Fornos from the Population Institute. We were also lucky enough to get them onto radio programs, where they received lots of feedback. With the League of Women Voters, we co-sponsored an appearance by ZPG Board Member Marilyn Hempel in Santa Clara. We also had a

fascinating dinner meeting with Paul Ehrlich when he appeared at a local bookstore to discuss his and Anne Ehrlich's book, *Betrayal of Science and Reason*.

We've had great success in getting ZPG visibility in the media through letters to the editor, radio and television appearances, and with ads in the local newspapers. We also regularly table at the University of California, Santa Cruz (UCSC) and Cabrillo College. In the first three years, we talked to several service clubs in Santa Cruz and Monterey Counties. I am part of the Institute of Health's one month training session of government representatives from developing countries. So far, we have had representatives from Nepal, India, Pakistan, Ethiopia and Guyana.



Some of our favorite activities include marching in the Aptos 4th of July Parade, where we received First Prize for "best float" in 1996 and First Prize for "adult groups" in 1998. Our Chapter Chair is now on the Aptos Chamber of Commerce Parade Organizing Committee as an advisor. We have a multimedia display for *World Population Awareness Week* in October.

We also love doing the yearly Santa Cruz County Fair booth. Co-sponsored with Planned Parenthood, the Santa Cruz Reproductive Rights Network and the Population Committee of the local Sierra Club, we get an annual special grant from ZPG National to pay for the booth space. We sign up nearly 40 staffers each year to operate the booth, which has the ZPG video, a light-board Question-and-Answer board, and a literature table. This year we even added our Population Roulette game. The event was successful beyond all expectations. We had close to 2500 people drop by, including children and teenagers, who

enjoyed playing the Q&A game for prizes and information.

Population Roulette

Because people go to public events for fun and excitement, it's sometimes difficult to attract them to a social action booth. Serious approaches turn people off. So we decided to make learning about population issues fun. It works! We used a roulette wheel this year, giving prizes to everyone who played the game. This approach probably increased our contact fourfold (mostly students, our primary target) and helped us reach far beyond the pro-choice community.

The Spinner roulette wheel can land on eight different messages, four dealing with pro-choice and teen births, and four with environmental and resource subjects. We altered the game as the number and age of the attendees changed. When adults were dominant and in smaller numbers, we totaled three spins yielding six prizes. When masses of children came through, led by teachers and parents, they were given one spin each and either a choice of a label or a picture to color (one point), a pencil (two points) or a pen (three points). By the last day, the roulette was so popular that we started running out of prizes! So we gave everyone two spins. Each spin lasts from 6 to 15 seconds depending upon the strength of the player.

We continue to experiment with the roulette's structure and how we can help people to quickly understand the meaning of each section. With good local ideas and activist involvement we can really spread the word!

For detailed information on the roulette wheel, please contact me, Dan Miller, at 408-688-3792 or P.O. Box 1733, Aptos, CA 95001.

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Add your voice to hundreds of others who are holding their U.S. Representatives accountable for how they vote! By joining our *District Activist Network*, you can make your opinions heard by serving as an official local voice of ZPG. All it takes is one action a month and an annual visit with your Representative. We make it easy with monthly action alerts and detailed updates on what's hot in congress and the states. We'll even supply you with a special handbook filled with fact sheets and tips on how to best influence your representatives. Interested? Contact Ingrid Flory at ingrid@zpg.org or 1-800-POP-1956, or Lisa Engel in California at lisa@zpg.org or 916-443-2511.

point of view: Vaclav Havel

Vaclav Havel is the president of the Czech Republic. This piece is excerpted with permission from an essay that appeared in the April/May 1998 issue of Civilization.

Humankind today is well aware of the spectrum of threats looming over its head. We know that the number of people living on our planet is growing at a soaring rate and that within a relatively short time we can expect it to total in the tens of billions. We know that it shall be almost impossible to feed so many people. We know that the already-deep abyss separating the planet's poor and rich could deepen further, and more and more dangerously, because of this rapid population growth. We know how difficult it will be for people of various nationalities and cultures to coexist so crowded together. We know that modern humankind has been destroying the environment on which its existence depends. And we know all about the current and expected future rise of social problems, crime, and frustration in the event of the further concentration of people in large agglomeration that destroy natural human communities and bonds.

I find it fascinating how preoccupied people are today with all kinds of catastrophic prognoses—is it not uncommon, for example, that books containing impressive evidence of these disasters become best-sellers?—but how very little people take these into account in their everyday activities. Does not every schoolchild know today that the resources of this planet are limited and that if exhausted faster than recovered we are doomed? Yet still we continue in our ways and do not seem perturbed. It is not necessary to point out again the horrors that may be lying in wait if our global civilization does not change direction.

What could really halt the perpetual motion which we have not been able to control so far? It is my deep conviction that the only option is a change in the sphere of the spirit, in the sphere of human conscience, in the actual attitude of man toward the world. It is not enough to invent new machines, new regulations, or new institutions.

Whenever I have encountered any kind of deep problem with civilization anywhere in the world somewhere at the end of the long chain of events that gave rise to the problem at issue I have always found the same cause: a lack of accountability to and responsibility for the world.

Could the fact that humanity thinks only within the limits of what lies in its field of vision and is incapable of remembering what also lies beyond not be the loss of metaphysical certitude? Could not the crisis of responsibility and accountability for the world as a whole and for its future be only the logical consequence of the modern conception of the world as a complex of phenomena controlled by certain scientifically identifiable laws which renounce any kind of metaphysics or its own metaphysical roots? Perhaps the way out of the current bleak situation could be found in the search

for what unites the various religions and cultures, in the search for common sources, principles, certitudes, aspirations and imperatives, a purpose-minded search; and then, applying means adequate to the needs of our time, we could cultivate all matters of human coexistence and endeavor, and at the same time the planet on which it is our destiny to live, suffusing it with all the spirit of what I would call the common spiritual and moral minimum.

Do you suppose this might be a way to stop that blind perpetual motion dragging us into hell? Or could it be provoked only by some unprecedented disaster?



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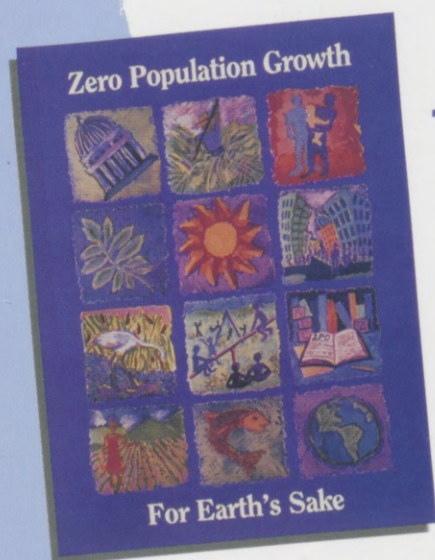
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